Carnex

Turns Baby's Tears to Smiles

The Wonderful New Remedy for Baby's Digestive Disorders.

With the compliments of : : : :

THE WM. BROWNING CO., LTD.

INDEX.

	PAGE
Acidity	11
Bath, Baby's	12
"CARMEX"—what it is	3
Clothing	12
Colic	9
Constipation	10
Coughs	11
Diarrhœa	10
Dosage of "CARMEX"	6
Flatulence	9
Harmlessness of "CARMEX"	7
Hiccough	9
Indigestion	11
Outings, Baby's	12
Progress, Baby's	13
Purity of "CARMEX"	4
Restlessness	9
Sickness	9
Sleep	9
Teething Troubles	8
Toys	12
Whooping Cough	11
"Wind"	9
Worms	4

WELLCOME INSTITUTE LIBRARY
Coll. wellMOmec
Coll. pam
No. WS 42
192
B 88
22501249556

DEDICATED
TO
ALL WHO LOVE THE SMILES OF LITTLE ONES

"(S)He is mine own,
And I as rich in having such a jewel
As twenty seas, if all their sand were pearl,
The waters nectar, and the rocks pure gold."

—"The Two Gentlemen of Verona," Act II., Sc. V.

Nursery Weight Chart.

Name..... *Weight at birth*.....

Weigh Baby regularly once a week and keep this Chart for reference.

DATE.	Lbs.	Ozs		DATE.	Lbs.	Ozs.

CORRECTS CONSTIPATION. "CARMEX" RELIEVES FLATULENCE,

RECTIFIES ACIDITY

Your Baby's Tears and Smiles

YOUR Baby is Life's most precious gift to you; his health the most valuable possession he can have; his happiness your chief delight. Good health is the foundation of Baby's happiness, and the basis of it is laid during the first few months of life, so that by making him a healthy Baby, you are not only making him a happy one, but are also giving him every chance of a joyous, vigorous manhood when he grows up.

Of course it is natural and quite healthy that Baby should cry sometimes. It is his only way of calling your attention to his needs, and, besides, it is often the only form of exercise of which he is capable. A total of about half an hour's such crying during the twenty-four hours is not excessive, and should not cause any anxiety.

To combat and dispel the cause of the more serious form of tears—the pitiful little moan of weariness, or sickness, or the heart-rending cry of acute pain or distress—has been the task of the most advanced workers of the day. On the result of their researches is founded "CARMEX," a scientific infants' medicine, the action of which is so soothing and effective that it is rightly termed a preparation which "turns Baby's tears to smiles."

A MOTHER WRITES:—

"I cannot speak too highly of 'CARMEX.' It is splendid. My baby was always crying before she had it, and now she never cries, and is cutting her eye teeth into the bargain."

Baby's Digestive Organs and Powers.

THE majority of Baby's troubles are attributable in the first case to stomach and bowel disorders,—generally produced by improper feeding, though sometimes due to constitutional weakness of the digestive organs.

The capacity of a Baby's stomach at birth is only two tablespoonfuls, and when a fortnight old but four tablespoonfuls. You will see, therefore, how careful you must be not to overload your Baby's little stomach, or, worse still, give him food which he cannot easily digest. A young baby's digestive system is entirely different from that of an adult. It does not attain its full development for a considerable time, and even at seven months of age a child cannot easily digest any form of starchy food. This fact should carefully be noted by those mothers who fear that unless Baby's food be "thick and fairly substantial" there cannot be sufficient nourishment in it. If you give your Baby such food before he is old enough to digest it, you can do him incalculable harm, for unless measures be taken to remove it, the undigested portion will simply remain and ferment in the bowels, causing colic and wind, and, eventually, if the food be persisted in, chronic dyspepsia.

Beneficent Nature provides in the intestines a certain natural lubricant to assist in the easy expulsion of undigested and waste matter. When her child is

A DOCTOR WRITES:—

"'CARMEX' *should be of considerable value in the regulation of gastro-intestinal conditions and the rectification of many of the functional derangements to which children are so liable.*"

costive, however, many a mother doses it with purgatives so harmful and drastic in action that this natural lubricant is driven out of the system, and the child made more or less permanently constipated. Castor oil, which is popularly, but erroneously, supposed to be harmless, is one of the drugs responsible for this condition. One medical authority says, "I know of no drug which is responsible for more chronic constipation than castor oil." Calomel, which is the basis of most "teething powders," is also a real offender.

When Baby's digestive organs are working properly he is practically always well and happy, When they are temporarily deranged, or constitutionally weak, he needs something that will ease his pain and discomfort ; help him to assimilate the nutriment his food provides (for it is not the amount *swallowed*, but that *assimilated* which makes good sound flesh, bones and brains) ; and expel the waste remnants without pain or discomfort. That "something" is found in "CARMEX," made by the WM. BROWNING CO. LTD.

What is "Carmex" ?

IT is both natural and right for a mother to enquire very carefully into the merits (and demerits, if any) of anything before she gives it to Baby, for Baby is so fragile a flower that the slightest error or carelessness in choosing diet or medicine may have serious results. "CARMEX" is a preparation which has sustained the most searching enquiries and analyses.

AN INFANT WELFARE INSPECTRESS SAYS :—

"I am doing Infant Welfare work, and visit large numbers of infants, and sometimes one is asked for a remedy of this kind. I have found from practical experience that 'CARMEX' is good."

Every ingredient which it contains is thoroughly tested and tried before being used, and, furthermore, is there for a specific and beneficial purpose. "CARMEX" is a creamy emulsion, palatable and of an agreeable aroma, containing antacids, stomachics and aromatics for the rectifying of over-acidity in the system, strengthening and comforting the stomach, and quelling digestive disturbances generally. Whilst containing the best of the ingredients of the old-fashioned remedies, "CARMEX" supersedes them, its unique value being due to a pure medicinal white oil, which operates as a lubricant for the digestive organs by acting as a substitute for the natural oil which either has been driven out of the intestines through injudicious choice of aperients, or else has been deficient in quantity from birth.

When food which has hitherto suited Baby seems to upset him, his sickness and peevishness are generally due to the putrefaction of undigested food remaining in the bowels. In such a case "CARMEX" not only relieves the pain, and soothes the irritated digestive organs, but the oil it contains surrounds the offensive and pain-giving substances, hinders the growth of germs, and expels the poisonous gases and waste matter. Thus "CARMEX" gets to the root of the trouble and removes it, and so gives Baby *permanent* relief. Another tremendous point in favour of "CARMEX" is that the oil it contains is well known in medical circles as a preventive of *Worms*. This is due to the fact that it is impossible for the parasites to live in the bowel coated with oil. The Baby to whom "CARMEX" is given regularly will never be troubled with this annoying complaint.

THE "NURSING MIRROR" SAYS:—

> "'*CARMEX*' *is readily taken by children; it can safely be recommended for a place on the shelf of the nursery medicine cupboard.*"

Is "Carmex" simply an Aperient?

GIVEN regularly "CARMEX" is an invaluable preventive, and the baby whose mother is wise enough to anticipate the possibility of trouble by giving him small regular doses of "CARMEX" will never suffer pain or distress through stomach or bowel trouble.

As a corrective it is without equal, for, unlike the usual corrective, such as dill or peppermint water and bicarbonate of soda, it not only gives relief in flatulence, but by quickly and scientifically "oiling" the bowels, soothes the irritated organs and softens the hard curd which is usually the cause of the pain. "CARMEX" is neither an aperient nor a laxative in the ordinarily accepted meaning of the terms. Ordinary aperients and laxatives are not without danger of being so drastic in action as to drive away the natural lubricating oil which assists the intestines to do their work properly, and they may so far relax the muscles of the intestines and abdominal wall, as gradually to prevent them from performing their proper functions without the aid of medicines. In short, they become a habit, whereas "CARMEX" gradually brings the digestive organs into good condition, and so enables them to recover strength to perform their allotted functions properly and with ease.

A QUALIFIED CHEMIST WRITES:—

"All my customers to whom I have recommended 'CARMEX' speak most highly of it, and will have no other preparation."

Is "Carmex" Nasty to Take?

"CARMEX" is extremely palatable and most children are very fond of it. There is rarely any trouble in getting Baby to take "CARMEX." If the emulsion be considered a little too thick for him it can be diluted by adding a small quantity of warm boiled water, or it may be given to him in his bottle.

What Dose should be Given?

"CARMEX" is very gentle in action, and the exact dosage must be determined by experience. "CARMEX" acts on the whole of the intestines and will give relief in the most obstinate case if persevered in; but since some babies respond more quickly than others, the correct dose must be found by trial, commencing with a small dose given regularly. No fear need be felt if large doses are required, for "CARMEX" is free from all danger.

TABLE OF DOSES OF "CARMEX

For an infant up to 6 months	¼ to ½ teaspoonful every 4 hours.
For an infant from 6 months to 12 months	½ to 1 teaspoonful every 4 hours.
For a child from 1 year to 5 years	2 teaspoonfuls every 4 hours.
For a child from 5 years to 12 years	2-4 teaspoonfuls every 4 hours.
Adults	1 tablespoonful when necessary.

A DISTRICT VISITOR WRITES:—

"It has done the child more good than anything previously tried."

When should "Carmex" be Given?

TO obtain the best results from "CARMEX" it should be given methodically, at least once daily.

By this means the bowels are kept habitually in good order. When, however, Baby is suffering from any ailment, the number of doses may be increased as occasion requires, and, if not taken in his bottle, should be given just before or after each feed.

Is "Carmex" Harmless?

THE answer to this most important question is an emphatic "Yes." "CARMEX" is entirely free from opiates of any kind, and may safely be given to the youngest, most delicate infant. A short time ago a boy of two years of age swallowed a half bottleful of "CARMEX." Except for slight temporary inconvenience nothing but benefit accrued from this unpremeditated dose.

A MOTHER WRITES:—

"'CARMEX' has done my baby a wonderful lot of good."

Minor Ailments and their Remedies

"CARMEX" is not a "cure-all." It does, however, relieve and banish digestive disturbances, and brings the organs of digestion into good condition. As practically every baby ailment has its beginning in, or is aggravated by, some stomach or bowel disorder, a dose of "CARMEX" is the first step towards recovery.

It is better, however, to give a small dose of "CARMEX" regularly as a precaution against serious illness, particularly during the warmer months of the year when the dangerous "summer diarrhœa" is so prevalent.

TEETHING.—If Baby is in thoroughly good health his teeth should occasion him scarcely any trouble. Easy teething, however, is not dependent on any one thing, but on several, the chief of which are good health, regular movement of the bowels, and regular habits. The order in which the teeth appear is shown below—

Upper Jaw	19th	11th	13th	5th	3rd	4th	6th	14th	9th	17th
Lower Jaw	20th	12th	15th	7th	1st	2nd	8th	16th	10th	18th
	Back Teeth.				Front Teeth.				Back Teeth.	

At one year old a baby should have six teeth, six months later another half-dozen should have appeared, and the set of twenty ought to be complete at two and a half years. Often the first two come quite unnoticed, but, as a rule, Baby will be a little restless for a day or two before a new tooth appears. One of the greatest troubles met is indigestion or some irregularity in the action of the bowels. This can be circumvented in practically every case by giving "CARMEX" regularly as soon as baby shows the slightest sign of fretfulness. At

A FATHER WRITES:—

"It was the doctor in attendance who advised us to use it. He said it was just the thing for our baby."

Minor Ailments—continued.

teething time Baby often loses his appetite, and it is harmful to try to force him to finish a bottle when he feels he has had enough. Just keep on with "CARMEX" regularly, and you will find it will help Baby tide over the teething time happily and without undue distress. "CARMEX" is infinitely superior to the common "teething powders," which often consist of poisonous mercurial or antimonial compounds.

SLEEPLESSNESS.—If there is a marked reduction in the amount of sleep it usually indicates an ailment of some kind, and should be carefully looked into. Sometimes mothers unconsciously encourage sleeplessness by not insisting that Baby from the first be taught to sleep in his cot. If he knows that as soon as he cries he will be taken up in someone's arms and rocked to sleep, it is a habit he will very quickly form, and you must remember that a baby trained from the first in good habits will reap the benefit of self-control in later life. Do not let baby have any excitement for a full hour before bedtime.

RESTLESSNESS.—Restlessness may be due to irregular feeding, constipation or diarrhœa, or any other outside cause, such as ear-ache, thirst, cold, heat, etc., and all of these conditions should be investigated and corrected if present. If, as is generally the case, the restlessness is due to some error in diet or digestive disturbance, Baby should be given "CARMEX," and in a day or so you will find his restlessness disappear, and he will sleep calmly and soundly.

SICKNESS.—Here again, the general cause of the trouble is improper feeding. Baby has usually had some food which does not agree with him, and lies heavily in his stomach, so that, either at the time, or when other food is given to him, he cannot retain it. "CARMEX" is the obvious remedy because the pure oil which it contains coats and softens the resistant curd and carries it away without pain, leaving Baby's system quite clear, and soothed. If Baby is habitually sick it is a very evident proof that the food you are giving him does not suit him, and you must try some other.

COLIC, HICCOUGH AND WIND.—All these ailments are due to digestive disturbances. *Hiccough* is not dangerous, but merely a troublesome disorder due to weakness of the nerves controlling the digestive functions. "CARMEX" quickly relieves it.

"*Wind*" or Flatulence is a distension of the stomach or bowels due to gas of any kind. It may, for instance, be caused by Baby swallowing air from his feeding bottle when the teat is empty, or by sucking a "dummy" or "comforter." Unsuitable and infected food

"NURSING NOTES" SAYS:—

"'CARMEX,' *which contains neither opiates nor other dangerous drugs, should prove of real value in the nursery.*"

Minor Ailments—continued.

or imperfect digestion are, however, the chief causes of the trouble, because in such cases the food ferments in the stomach or bowels, producing noxious gases. Obstruction of the bowels through chronic constipation or hard masses of curdled milk or undigested food brings about the serious form of flatulence known as *Colic*, which may also be produced by any kind of irritation in the bowels.

The symptoms of the common kind of "wind" are well known. If they are not relieved by holding Baby against one's shoulder and patting his back, a dose of "CARMEX" will soon make him happy again.

Should baby have Colic—which may be recognised by his sharp spasms of screaming, and by his cold hands and feet, which are closely drawn up to his swollen abdomen—at once give a good dose of "CARMEX," put hot flannels or a hot water bag to the abdomen, and wrap him in warm flannel for at least half an hour. When relief is obtained continue "CARMEX" regularly between feeds. If colic lasts longer than three or four hours, send for a doctor.

A baby who is regularly given "CARMEX" will not have any of these troubles.

DIARRHŒA.—As a rule, diarrhœa is an effort on the part of Nature to get rid of some irritating substance in the intestinal tract; its causes are generally injudicious feeding, contaminated food or various infectious fevers. Great care should be taken to be sure that Baby's food cannot be contaminated in any way, and by washing them in boiling water to secure scrupulous cleanliness of the feeding bottle, its teat and all appliances used in making the food. When the diarrhœa is of the simple type, it is generally due to the fact that the irritating substance in the intestinal tract has set up a form of putrefaction. In such a case it is obvious that the habit of giving astringents with the idea of "stopping" the diarrhœa is altogether to be deplored. Baby's need is for one or two extra doses of "CARMEX" to carry away the harmful substance, and soothe the irritated bowels. The very serious condition, known as "Summer Diarrhœa," demands prompt and skilled attention at the hands of a doctor, who must be sent for immediately.

CONSTIPATION.—Babies fed on artificial foods are usually costive, but this should not be confused with constipation. Baby should have a motion at least once every twenty-four hours. Starchy foods, or those containing flour, are very binding to a young baby. Of course, constipation may be due to some constitutional weakness of the bowels, but it is very often caused by a deficiency of fat in the food, or through Baby not receiving sufficient food. Half to one teaspoonful of "CARMEX" once or twice a day will speedily remove constipation.

MATRON OF A SCHOOL FOR MOTHERS WRITES

"I used it for a child with very obstinate diarrhœa and vomiting. 'CARMEX' gave good results almost immediately. I shall always have a stock in hand in the future."

Minor Ailments—continued.

from whatever cause. This procedure will not only remedy the constipation, but will also bring the disordered digestive organs into good condition. Never give baby calomel or grey powders unless a doctor orders them. Do not ever neglect an obstinate case of constipation, for if you do, the poisonous gases caused by decaying food are absorbed by the system and Baby made seriously ill. Rupture is also often brought about by constipation owing to the need for Baby to overstrain the muscles of the abdomen.

In that form of constipation which causes hard motions, sometimes stained with blood, "CARMEX" acts like magic. This is owing to the softening effect it has on the contents of the bowel and to its lubricating properties in general.

GENERAL INDIGESTION.—In all disorders, such as acidity, indigestion, vomiting, etc., "CARMEX" is superior to powders, gripe mixtures, etc., because it gets to the root of the trouble, and actually removes the cause. "CARMEX" not only tones up the digestive activities of the stomach, but also soothes and protects the irritated membrane lining that organ.

COUGHS.—In all kinds of coughs "CARMEX" is of the greatest use. It contains soothing, emollient agents which ease the constricted nerve-centres and exert their action on the throat, stopping the harsh, tickling cough and assisting expectoration. Whooping Cough is also considerably relieved when "CARMEX" is given regularly, and the paroxysms are far less severe and less frequent than they would be otherwise.

General Hints on Management of Baby.

THE most important factor of Baby's welfare, health and happiness is his diet, but this is a point upon which even authorities differ. It is better, therefore, for you to follow the advice of your doctor in this respect, only remembering that there is nothing which can possibly equal a healthy mother's milk for Baby. If artificial foods are necessary, you should bear in mind what has been said regarding Baby's digestive organs, and not give Baby anything in the way of starchy foods until he is at least seven months old.

A NURSE WRITES:—

"I have recommended it to many friends, and all get it regularly for their babies. It is such an excellent preparation."

General Hints—continued.

BABY'S TOYS.—Never let Baby play with anything which has detachable parts, or which is very bright and dazzling. The simplest toys are the best for Baby, out of which he gets the most enjoyment. A great favourite with all babies is a string of a few empty cotton reels or anything of that nature. Never let Baby have painted things, or dyed things; he will put them into his mouth, and the dye or paint will probably be harmful to him, if not poisonous. Ivory or bone toys which are in no way sharp or pointed are good for Baby when he is teething, because he likes to bite on them and so soothe the irritation of his gums. Do not let Baby play with anything small enough for him to put right into his mouth.

CLOTHING.—Use flannel, or soft clinging wool material for Baby's clothing. Clothe him warmly, especially over the abdomen. Woollen clothing is the warmest in cold weather. Cover every part except the hands and face. The clothing must be loose and comfortable. Never use flannelette.

THE BATH.—Baby should be bathed in the morning and washed before going to bed at 6 p.m. At six months old he should be bathed at bed-time and washed in the morning. Do not bathe Baby before one hour after he has had his bottle, or he may be sick. The temperature in the bathroom should be 70°F. to 72°F., and the temperature of the water 95°F. to 100°F. A thermometer is necessary in the house where there is a baby, but if by chance you do not happen to have one at hand when you are going to bathe Baby, you can test the temperature of the water yourself by using your elbow as a substitute. Always have a screen round Baby when he is being bathed. A clothes-horse with a sheet or flannel pinned over it will answer the purpose. Before undressing Baby see that everything is at hand, and in the order it is required for dressing him again, otherwise Baby may easily take a chill through being kept waiting. The clothes to be put on should be warmed, and you must try to avoid turning and twisting Baby about more than can be helped. Use a pure, neutral soap.

When dry, powder Baby on the neck, behind the ears, under the arms and knees, and in the groin. Wipe away any superfluous powder, particularly in the groin where it is likely to get wet and cake.

BABY'S OUTINGS.—Baby should be taken out at least once a day, unless it is particularly bad and inclement weather. Cold alone will not hurt Baby so long as you wrap him up sufficiently, and a plentiful supply of pure, fresh air is essential to Baby's health and happiness.

A MOTHER WRITES:—

"I wish to thank you for the value that 'CARMEX' has been to my baby. He was so constipated and fretful that I did not know what to do, but 'CARMEX' gave him instant relief."

Baby's Progress

THE gradual growth of a baby's intelligence and strength is a wonderful process to all who are privileged to watch it from day to day. The details given below show what progress the average child makes, but it should clearly be understood that children differ vastly in this respect, so that a baby should not be considered backward if it be not in line with the average infant. If, however, some of these signs are several months overdue a physician should be consulted.

1 month.	Will stare at bright objects.
2 months.	Expects to be fed, &c. Holds head in position in order to see or hear.
3-4 „	Begins to direct movements, which are no longer accidental. Holds head up and puts objects to mouth. Recognises mother.
5-7 „	Grasps articles and plays with them. Likes human companionship. Realises cause and effect.
7-8 „	Sits erect. First tooth appears. Is interested in everything. Looks at an object, seizes it, tests its strength, tastes it, pulls it to pieces, &c.
8-9 „	Commences to tumble and crawl about.
10-11 „	Stands erect. Can say one or two words, like "dadda."
12-13 „	Attempts to walk and talk.
14-16 „	Walks fairly steadily alone.
16-18 „	Walks and runs alone.
18 mths.-2 yrs.	Can put words into short sentences.

A MATRON OF A CHILDREN'S HOME WRITES:—

"I am very pleased with 'CARMEX,' which has proved very successful for a ruptured baby we have."

Summary

BRIEFLY to enumerate the points of "CARMEX" and its uses—It is guaranteed to contain no opiate or other harmful drugs, and to be prepared from medicaments of the highest quality and purity.

It is a soft, creamy, palatable emulsion with an attractive aroma, and is a great favourite with the children, to even the youngest and most delicate of whom it may be given with the assurance that nothing but the utmost good will result. Its unique value, which places it far ahead of the usual laxative, aperient, corrective, preventive, teething powder or soothing syrup, is that "CARMEX," and "*CARMEX*" *alone*, contains a pure medicinal white oil, which acts as a lubricant for the digestive organs and so brings them into good condition, remedying constipation and acting as a corrective against flatulence, colic, &c. Because of its composition "CARMEX" is invaluable in all cases of digestive disturbances, whether due to stomach or bowel troubles, and in graduated doses is as beneficial and essential to the adult as to the infant, and child of older growth.

You can save your Baby untold suffering if, as soon as he shows symptoms of fretfulness and sickness, you give him "CARMEX." You will find that if you give him "CARMEX" regularly he will probably pass through that most trying period of infancy—dentition—without giving you the slightest cause for anxiety, or suffering any distress himself.

Many mothers and nurses have testified to the good results that they have obtained from the use of "CARMEX," and the fact that the children like it so well that there is not the slightest difficulty in getting them to take it. When old enough to talk, they even ask for it.

"CARMEX" is endorsed by the Medical Profession also, because in all baby ailments due to any digestive disturbance, whether direct or indirect, "CARMEX" is quite pre-eminent for the eradication of the trouble.

"CARMEX" is quite inexpensive, being sold at 1/3 and 3/- per bottle by all chemists. If, however, you have any difficulty in obtaining it, your chemist will order it for you or you can get it direct, post free, upon sending remittance value 1/3 or 3/- for each bottle required, from the

SOLE MANUFACTURERS OF "CARMEX"

THE WM. BROWNING CO. Ltd.

Manufacturing and Export Chemists,

Albert Works, Park St., Regent's Park, LONDON, N.W.1.

The Leadenhall Press, Limited, 29-47, Garden Row, Southwark, S.E.1.

"CARMEX"

Turns Baby's Tears to Smiles.

"CARMEX" is the result of modern medical and pharmaceutical research and experience. It is manufactured in London from the finest quality medicaments by expert British chemists working under ideal conditions.

"CARMEX" is perfectly harmless, and can be given to the youngest infant without fear of dangerous after-effects. It is ideal for removing flatulence and colic, for remedying stomach and bowel disorders, and for relieving the digestive disturbances common during teething.

This palatable emulsion should be kept in every household ready for emergencies.

"CARMEX" is an ideal laxative, far preferable to castor oil, which it supersedes under all conditions.

GIVE YOUR BABY "CARMEX"

Supplied by all Chemists, Price 1/3 & 3/-.

9411D

See that this Trade Mark
is on every package
of
"CARMEX."